

ORDER



Orders
Order / Rev: 46973
Alt Order #: 9781970 /bRAD
Product Desc: AMER FOR PROSPERITY
Estimate: 475
Flight Dates: 08/08/12 - 08/14/12
Original Date / Rev: 08/02/12 / 08/15/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Americans for Prosperity
Demographic: A50+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	53	\$23,850.00	\$20,272.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	53	\$23,850.00	\$20,272.50	0.00
Totals	53	\$23,850.00	\$20,272.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	27%	\$23,850.00
Market	100%	\$88,333.33

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	52%	\$45,933.33
WHTM	10%	\$8,833.33
WLYH	0%	\$0.00
WPMT	11%	\$9,716.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	08/08/12	08/10/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	--WTF--	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--		3				\$200.00		0.00			
E 2	WHP	08/08/12	08/10/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	--WTF--	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--		3				\$200.00		0.00			
E 3	WHP	08/08/12	08/10/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	--WTF--	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--		3				\$250.00		0.00			

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E 4	WHP	08/08/12	08/10/12	CBS Evening News CBS Evening News	CM	630p-7p	--W-F--	:30	2	\$650.00	P-1	0.00	NM	5	\$1,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--W-F--		2				\$650.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	08/06/12-08/12/12		CBS Evening News		630p-7p	--W-F--	:30		(\$650.00)		0.00	NM		
		See MG 4.3,4.4,4.5,4.6,4.7 [No Avail]													
3	WHP	08/11/12-08/11/12		CBS This Morning Saturday			-----Sa--	:30		\$125.00		0.00	NM		
		Ⓜ MG for 4.1 08/08 [Approved by Buyer]													
4	WHP	08/11/12-08/11/12		CBS This Morning Saturday			-----Sa--	:30		(\$125.00)		0.00	NM		
		Ⓜ Credited [Credited Spot]													
5	WHP	08/09/12-08/10/12		M-F 6a-7a News			---ThF----	:30		\$150.00		0.00	NM		
		Ⓜ MG for 4.1 08/08 [Approved by Buyer]													
6	WHP	08/09/12-08/10/12		M-F 6a-7a News			---ThF----	:30		\$150.00		0.00	NM		
		Ⓜ MG for 4.1 08/08 [Approved by Buyer]													
7	WHP	08/09/12-08/10/12		CBS This Morning			---ThF----	:30		\$100.00		0.00	NM		
		Ⓜ MG for 4.1 08/08 [Approved by Buyer]													
E 5	WHP	08/08/12	08/10/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	--WTF--	:30	3	\$950.00	P-1	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--WTF--		3				\$950.00		0.00			
E 6	WHP	08/08/12	08/10/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	--W-F--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--W-F--		3				\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WHP	08/06/12-08/12/12		M-F 730p-8p		730p-8p	--WThF----	:30		(\$1,000.00)		0.00	NM		
		See MG 6.4 [Program Change]													
4	WHP	08/08/12-08/10/12		M-F 730p-8p		730p-8p	--W-F----	:30		\$1,000.00		0.00	NM		
		Ⓜ MG for 6.2 08/09 [MG within Flight]													
E 7	WHP	08/08/12	08/10/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	--WTF--	:30	3	\$300.00	P-1	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--WTF--		3				\$300.00		0.00			
E 8	WHP	08/10/12	08/10/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	----F--		1				\$1,250.00		0.00			
E 9	WHP	08/11/12	08/11/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		3				\$250.00		0.00			
E 10	WHP	08/11/12	08/11/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1				\$250.00		0.00			
E 11	WHP	08/11/12	08/11/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1				\$500.00		0.00			
E 12	WHP	08/11/12	08/11/12	Sa 11p-1130p News CBS 21 News 11p	CM	11p-1130p	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	WHP	08/11/12	08/11/12	Sa 11p-1130p News CBS 21 News 11p	CM	11p-1130p	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1				\$175.00		0.00			
E 13	WHP	08/11/12	08/12/12	Sa-Su Eve News CBS 21 News Weekend	CM	6p-630p	-----SS	:30	2	\$150.00	P-1	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----SS		2				\$150.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WHP	08/06/12-08/12/12	Sa-Su Eve News See MG 13.3, 13.4, 13.5 [Program Change]		6p-630p	-----SaSu	:30		(\$150.00)		0.00	NM		
	2	WHP	08/06/12-08/12/12	Sa-Su Eve News See MG 13.3, 13.4, 13.5 [Program Change]		6p-630p	-----SaSu	:30		(\$150.00)		0.00	NM		
	3	WHP	08/08/12-08/10/12	CBS This Morning Ⓜ MG for 13.1, 13.2 [MG within Flight]			--WThF----	:30		\$100.00		0.00	NM		
	4	WHP	08/08/12-08/10/12	CBS This Morning Ⓜ MG for 13.1, 13.2 [MG within Flight]			--WThF----	:30		\$100.00		0.00	NM		
	5	WHP	08/08/12-08/10/12	CBS This Morning Ⓜ MG for 13.1, 13.2 [MG within Flight]			--WThF----	:30		\$100.00		0.00	NM		
E 14	WHP	08/12/12	08/12/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		2				\$300.00		0.00			
E 15	WHP	08/12/12	08/12/12	Face the Nation Face the Nation	CM	1030a-1130a	-----S	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1				\$225.00		0.00			
E 16	WHP	08/12/12	08/12/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,650.00	P-1	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1				\$1,650.00		0.00			
E 17	WHP	08/12/12	08/12/12	Su 11p-1130p News CBS 21 News at 11p	CM	11p-1130p	-----S	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1				\$175.00		0.00			
E 18	WHP	08/13/12	08/14/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MT-----	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		2				\$200.00		0.00			
E 19	WHP	08/13/12	08/14/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MT-----	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		2				\$200.00		0.00			
E 20	WHP	08/13/12	08/14/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MT-----	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		2				\$250.00		0.00			
E 21	WHP	08/13/12	08/13/12	CBS Evening News CBS Evening News	CM	630p-7p	M-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	M-----		1				\$650.00		0.00			
E 22	WHP	08/13/12	08/14/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MT-----	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		2				\$950.00		0.00			

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E 22	WHP	08/13/12	08/14/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MT-----	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
E 23	WHP	08/13/12	08/14/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----			2		\$1,000.00		0.00				
E 24	WHP	08/13/12	08/14/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MT-----	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----			2		\$300.00		0.00				
E 25	WHP	08/09/12	08/09/12	NFL PRS Game Steelers NFL PRS Game Steelers	CM	Various	---T---	:30	1	\$1,150.00	P-1	0.00	NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	---T---			1		\$1,150.00		0.00				
N 26	WHP	08/11/12	08/11/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
													Totals	53	\$23,850.00